



Monthly Social Media Analytics

May 1, 2015 – June 1, 2015

ACTIVITY SUMMARY



99 New Followers

10 Total Tweets



68 New Fans

6 Total Posts



15 Total Re-tweets



9 Total Favorites



1% Avg. Engagement
Rate per Tweet



306 Avg. Impressions per
Day



62 Total Post Likes



8 Total Post Shares



8 Total Post Comments



241 Avg. Daily Reach

During the month of May, we saw a lower-than-normal increase in engagement and acquisition across both Facebook and Twitter. This can be attributed to a few factors: (1) a lower volume of content posted, (2) lack of content that is generally engaging, and (3) the lack of paid advertising to drive traffic. In June, we should work to maintain a consistent volume of content, explore opportunities for different types of content to engage our audiences, and reconsider paid promotion of selected content.



ANALYTICAL SUMMARY

A look at some of this month's top findings...

- ❑ **Twitter Sentiment:** Based on Topsy analytics there were 136 tweets mentioning @XXXX with a 55% positive sentiment rating. This sentiment rating represents a 3% increase from last month.
- ❑ **On Facebook:** This month, the highest performing post occurred during XXXXXX. Featuring content based on the president or other prominent figures is a new content direction for XXX, but one that should be considered for more posts in the future.
- ❑ **On Twitter:** The XXX Twitter account has seen a decrease in monthly engagement, but the number of new followers has continued to steadily increase over the last few months.

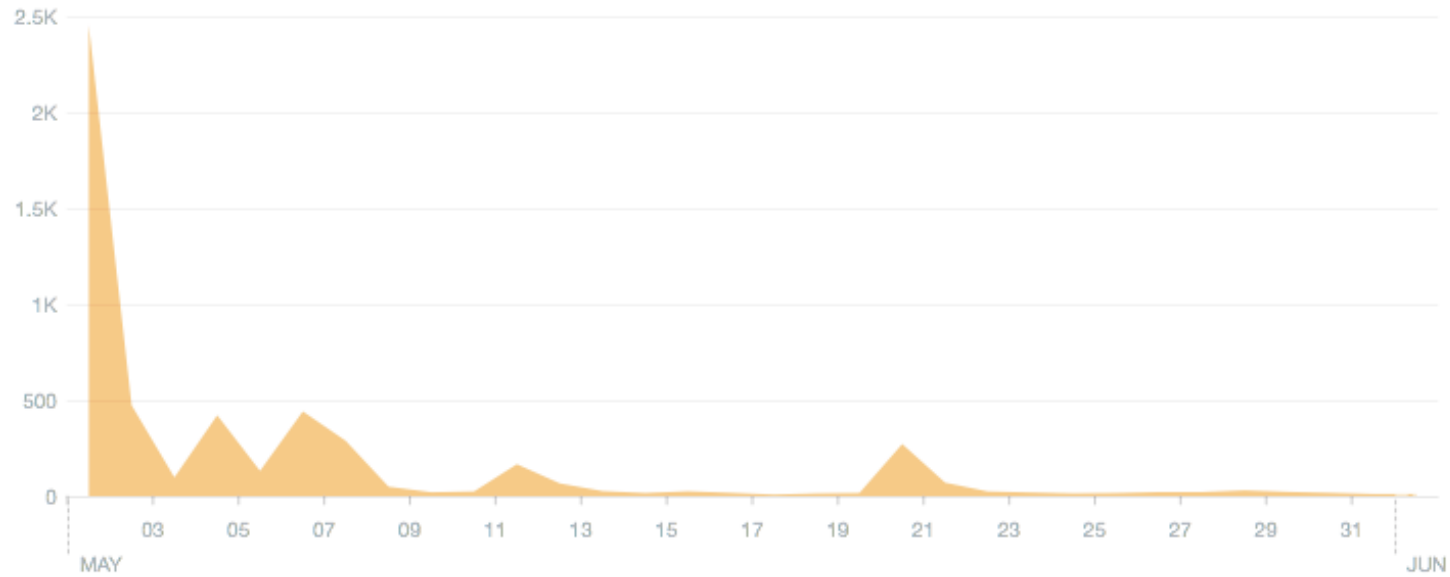
Insights

Generally speaking, May was a down month in terms of acquisition and engagement. As such, it provides an opportunity to understand areas of improvement:

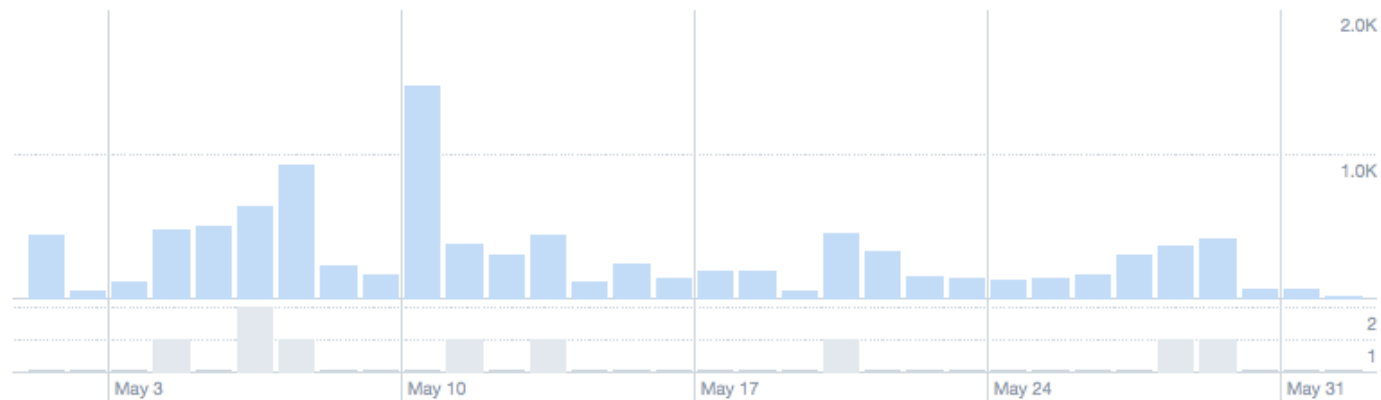
- Increase the daily number of posts on Twitter and the weekly number of posts on Facebook.
- Continue to post about events happening in the city. This content has resonated with the target audience.
- Consider using additional social ads when promoting the new XXXX website.

REACH & IMPRESSIONS

Your organic Facebook posts reached a total of **5,139 people**, or **241 people** per day.




Your Tweets earned a total of **10,200 Impressions** with **306 Impressions** per day.



FACEBOOK DETAIL

Your top three performing Facebook posts.


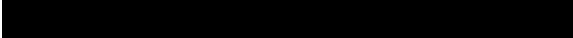
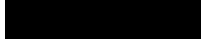
Date	Post	Type	Total Reach	Impressions
5/6	 "Today, [REDACTED] gateways to higher education and endless	Link	655	1364
5/1		Event	514	879
5/4		Link	483	877

Your bottom three performing Facebook posts.

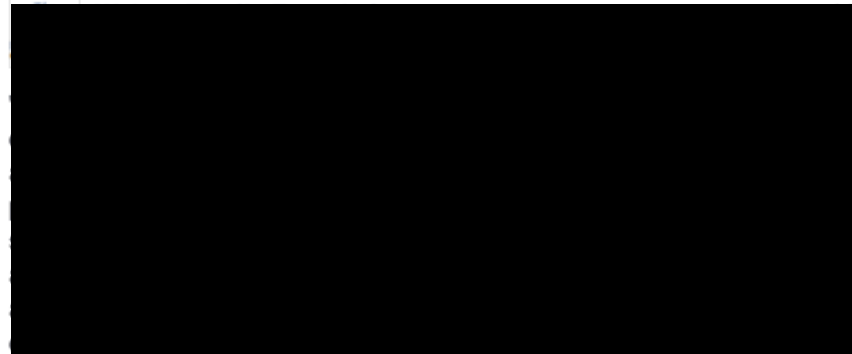
Date	Post	Type	Total Reach	Impressions
5/1		Grantee	469	900
5/20		Link	300	615
5/11		Grantee	237	449

TWITTER DETAIL

Your top five performing Tweets.

Date	Post	Type	Engage. Rate	Impressions
5/6	POST SCREEN GRAB	Link	.3%	1,178
5/7	POST SCREEN GRAB	Picture	.5%	1,110
5/6	POST SCREEN GRAB	Event	3.1%	843
5/4	POST SCREEN GRAB	Link	.2%	576
5/1	   @COWaterTrust & CO Water #Conservation Board agree to share water rights to support the enviro & economy: bit.ly/1DELWfg	Link	.6%	502

HIGHLIGHTS



- President Barack Obama in his Presidential Proclamation in honor of National Charter Schools Week 2015



Presidential Proclamation --
National Charter Schools Week,
2015

NATIONAL CHARTER SCHOOLS WEEK, 2015 ----
--- BY THE PRESIDENT OF THE UNITED...

WHITEHOUSE.GOV

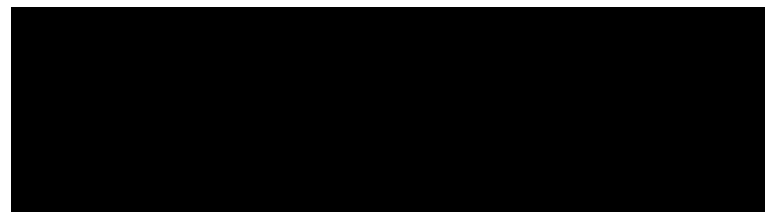
649 people reached

Boost Post

17 Likes 2 Shares

Like

Comment



@BarackObama: 1.usa.gov/1zy2F97

1:44 PM - 6 May 2015

Retweet 2



20 total 'Likes'

- This post performed well because it was touching on a topic that was already organically trending.
- The engaging quote helped it stand out from other content on the Facebook page.

1,167 total impressions

- The connection to topical week and @mention of the well known person helped bolster the impressions of this post.

MONTHLY OVERVIEW



	January	February	March	April	May
New Followers	159	120	157	153	99
Average Daily Impressions	432	589	426	6900	306
New Fans	84	43	73	124	68
Average Daily Reach	214	190	480	327	241

